

**KENTUCKY HERITAGE COUNCIL,
2010-2011 FEDERAL SURVEY AND PLANNING GRANTS**



1. APPLICATION INFORMATION

Organization Name	City of Berea Tourism and Convention Commission		
Organization Address	204 N. Broadway, Suite 20 Berea, KY 40403		
Principal Contact Person	Belle Jackson	Phone	
Contact Person Title	Director	Email	belle@berea.com
<input checked="" type="checkbox"/> Local Government	<input type="checkbox"/> University		
<input type="checkbox"/> State Agency	<input type="checkbox"/> Nonprofit Group		
<input type="checkbox"/> Regional Planning Agency	<input type="checkbox"/> Other		

2. PROJECT INFORMATION

A. Category [check appropriate box(es).]	Total Amount Requested	\$ (10,000) from budget
<input type="checkbox"/> Survey (Archaeological)	<input type="checkbox"/> CLG Administration	
<input type="checkbox"/> Survey (Historic Building)	<input type="checkbox"/> Rural Preservation	
<input type="checkbox"/> Context Development	<input type="checkbox"/> National Register Nomination(s)	
<input type="checkbox"/> Pre-Development	<input type="checkbox"/> Preservation Planning	
<input type="checkbox"/> Technical Assistance	<input type="checkbox"/> Publication	
<input checked="" type="checkbox"/> Other		
B. <u>Summary:</u> On attachment provide a narrative summarizing the proposed project. Define the research <u>methodology</u> or approach. Define the <u>time frame</u> . Define the <u>products</u> . Define the <u>project impact area</u> and explain how local government and the public will be involved in the project. Archaeological projects also need a research design and must discuss how the project addresses the State Plan in Archaeology, <i>The Archaeology of Kentucky: Past Accomplishments and Future Directions</i> , which is available at http://heritage.ky.gov/envreview/archofky.htm (note: updated pdf files for the state plan are at the right side of the webpage).		
C. Kentucky Heritage Council program priority: List program priorities from the Kentucky Heritage Council, 2010-2011 Federal Survey and Planning Grants Annual Priorities.		
African American Heritage Special Projects		

3. PROFESSIONAL QUALIFICATIONS

Attach a resume for the staff, consultant or principal investigator and other key personnel who will carry out the project. If this individual has not been identified, summarize the selection process to be used and the professional standards to be met by consultants. Professionals should meet the criteria established in 36C.F.R.61 and consultants must be selected in accordance with the National Park Service Regulations.

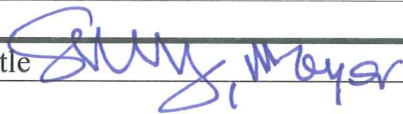
4. BUDGET

Complete the following Budget Summary form for your project.

5. SIGNATURE

I certify this organization complies with all Federal Fair Employment Laws including Title VI of the Civil Rights Act of 1964, Executive Order 11246 and the Rehabilitation Act of 1973. I certify the information in this application is true and accurate.

Signature of Chief Executive Officer and Title

 Date 9-20-10

Return electronic files or original and 5 copies of completed application with attachments to:

(By email to:)

Jackie.Bradley@ky.gov

Include in Subject Line: "Federal Survey and Planning Grants"

OR

(By Postal Service to:)

THE KENTUCKY HERITAGE COUNCIL

ATTN: Federal Survey and Planning Grants

300 Washington Street

Frankfort, Kentucky 40601

**KENTUCKY HERITAGE COUNCIL,
2010-2011 FEDERAL SURVEY AND PLANNING GRANTS**

APPLICANT: City of Berea Tourism and Convention Commission

TOTAL GRANT AMOUNT REQUESTED: \$ 10,000

A. EXPENDITURES

Federal share cannot exceed 60% of total cost of expenditure. Non-federal share must be at least 40% or more of the total cost of expenditure. In-kind, non-federal share can be used as part of the 40% match but is not reimbursable.

TYPE OF EXPENDITURE	I. TOTAL COST OF EXPENDITURE	II. FEDERAL SHARE	NON-FEDERAL SHARE	
			III. CASH	IV. IN-KIND
A. PERSONNEL				
Staff Salary				
Staff Fringe				
Consultant Fees	6750	2200		4550
Volunteer Service	30,000			30,000
B. OPERATING EXPENSES				
Rent	600			600
Utilities/Telephone	100			100
Printing/Copying	2500	2500		
Photography				
Computer Services				
Travel	1,100	600	200	300
Expendable Supplies	200	200		
Postage				
Professional Development				
Equipment				
Indirect Costs (Only universities)				
C. OTHER (list)				
signage for cell phone tour	4500	4500		
publicity	200		200	
D. TOTAL ALL COLUMNS	45,950	10,000	* 400	* 35,550

B. SOURCE OF NON-FEDERAL SHARE (Columns III & IV above)

Provide organization source of all cash and in-kind contributions to the non-federal share. List in-kind and cash contributions from the same organization separately. In-kind contributions from the community donated through the sponsor may be totaled and listed as one item.

AGENCY/ORGANIZATION	SOURCE OF MATCH (e.g. General Funds)	CASH	IN-KIND	TOTAL
Preservation Kentucky	Staff salary and travel		4850	4850
Berea Tourism and Convention Commission	General Funds	400	700	1100
Volunteer participants			30,000	30,000
TOTAL ALL COLUMNS		400	35,550	*35950

*Totals for Columns III and IV of Part A must equal total in Part B.

CIVIL RIGHTS COMPLIANCE GRID

The Kentucky Heritage Council observes the provisions of the Civil Rights Act of 1964, and all subsequent federal and state laws and regulations. The Heritage Council must ensure that its subgrantees do the same. If your county or area contains, for instance, a significant number of Hispanics or African Americans, then your group must find ways to involve these populations in the grant project. The grid below offers the subgrantee a way to demonstrate to the Kentucky Heritage Council that diverse populations have been considered in the planning of the grant project, in its execution, and in its products.

Please enter a number into each cell below, as applicable. ***The numbers entered will show how many people participate in the project according to their role (the horizontal rows) and according to their population status (the vertical columns).** Use the grid to track the participation of diverse groups in your project.

In a county with a significant number of Hispanics and African Americans, members of those groups can participate in the project planning by being on the team that designs the project. In that same county, they can be involved in the project's execution by participating as volunteer researchers, as informant, as the project's staff members, and the project's advisory group, or as the consultant hired to complete the project. Also, if the project's products are intended for target audiences, such as programs for children in schools with large minority populations, or in documents that focus on the lives of those residents, then indicate on the grid, the numbers of people served by those products.

		Identified Population Group									
		African American, Black	Asian American or Pacific Islander	Hispanic	Native American, Eskimo or Aleut	White	Other Races	Women	Older American	Persons With Disabilities	TOTALS
Role of Participants or Grant Project's Audience	Grant Planning Group	1				4		5	1		5
	Consultant Or Staff	1				5		4			6
	Advisory Group, if Applicable										
	Volunteer Workers, if Applicable										
	Student Population, if applicable										
	Product's Intended Audience	500	100	100	25	3275		2,000	1,500	600	4,000
	Other Activity	2	0	1	0	17		10	3	2	20
	Other Activity										
	Total in County or Area Served*	3,580	749	1249	250	77,596	-	42,961	8,991	13,807	83,258

*These figures can be derived from the latest census reports for the county or area served and can be obtained by going to <http://quickfacts.census.gov/qfd/states/21000.html>.

Amy Sparrow Potts
357 North Main Street
Harrodsburg, Kentucky 40330
859-734-2058
asparrow@hotmail.com

Education

Master of Arts	2002	Appalachian State University (NC), Appalachian Studies
Bachelor of Arts	1996	Berea College (KY), English Education

Employment History

Field Representative, Rural Heritage Development Initiative, Preservation Kentucky, 2005-2010

- Responsible for the implementation of a national pilot program for rural historic preservation and economic development in an eight county region funded by the WK Kellogg foundation and sponsored by the National Trust for Historic Preservation and the Kentucky Heritage Council
- Worked closely with local government officials to oversee all aspects of program
- Wrote and received \$96,000 FHWA/KYTC grant for creation of a Corridor Management Plan for the Lincoln Heritage National Scenic Byway
- Project management and administration of the Lincoln Heritage Corridor Management Plan grant including project bidding, consultant hiring, and conducting public meetings
- Conducted assessments of the region with national consultants including an assessment of rural economic development, farmland preservation, heritage tourism and marketing
- Established *Kentucky Crossroads Communities* program which served rural towns with populations of less than 1,000 by administering a Main Street like approach to revitalization
- Established statewide Barn Preservation Advisory Committee to launch barn preservation program including hosting the 2009 National Barn Alliance conference, implementing barn rehabilitation projects and coordinating a multi-county survey of historic farms
- Administered over \$80,000 in Preserve America grants to complete heritage tourism activities in eight Main Street communities, including working closely with Main Street programs, city officials and volunteers
- Helped draft an *Economic Impact of Historic Preservation* guide
- Completed Historic Preservation Tax Credit applications
- Planned two educational symposiums on rural economic development and farmland preservation
- Worked with 25 member steering committee comprised of local volunteers and coordinated with a State and Federal Advisory committee for program planning and implementation

Program Coordinator, Kentucky State Department of Parks, Frankfort, Kentucky, 2005

- Responsible for program development and maintenance throughout Kentucky State Park system.
- Worked on committee to plan Lincoln Wedding Reenactment event at Lincoln Homestead State Park, Washington County.
- Chaired Old Fort Harrod committee to establish economic development opportunities for Mercer County.
- Coordinated BOW (Becoming an Outdoor Woman), SWAT (Seniors Walking and Touring), SEEK (Seniors Enjoying and Experiencing the Outdoors) programs.

Executive Director, Harrodsburg First, Inc., Harrodsburg, Kentucky, 2002-2005

- Responsible for all daily operations of state and national Main Street/Renaissance Kentucky organization including bookkeeping, maintenance of membership base of 150 members, correspondence, public relations, promotion and events management, and grant administration.
- Responsible for acquisition and rehabilitation of historic building into a Tourism Welcome Center including starting a \$100,000 fundraising campaign for property acquisition.
- Project Management and administration of \$1,000,000 in Renaissance and TEA grant monies including the hiring of architectural firm and contractors; and coordination of archeological and historical survey information.
- Completed Federal Historic Tax Credit applications.
- Awarded Preserve America designation for local community.
- Planned, implemented and managed all aspects of promotional events for city including Classic Wheels Cruise In, The Vintage Harley Meet, Night of the Great Pumpkin and Summer Concert Series – with participants of over 1,000 at each event. Responsible for advertising, press releases, entertainment scheduling, and volunteer recruitment.
- Worked with eleven-member board of directors as well as coordinated annual meeting.
- Administered yearly budget including quarterly tax statement preparation, bookkeeping, and control of all purchases and expenditures.
- Maintained the four-point Main Street approach of economic and community development to establish renewed downtown business districts.
- Assisted with entrepreneurs and business owners in maintaining marketing and sales goals.

Internship, Kentucky Heritage Council, State Historic Preservation Office, Frankfort, Kentucky, 2001

- Researched historic surveys and National Register nomination forms.
- Researched and studied historic preservation projects in several Kentucky communities.
- Wrote comprehensive plan for increased historic preservation/community development effort in 36 eastern Kentucky counties.

Specialized Training:

- Preservation Leadership Training, National Trust for Historic Preservation, 2006
- Certified Kentucky Main Street Manager, 2004
- Section 106 and National Register Eligibility Training, Ohio Department of Transportation, Columbus, OH, 2004
- Section 4(f) Training, Ohio Department of Transportation, Columbus, OH, 2004
- National Trust for Historic Preservation Conferences, 2004-2009
- National Main Street Conferences in 2003, 2004, 2007
- Kentucky Main Street Quarterly Trainings 2002-2004
- Appalachian Studies Association Conferences in Snowshoe WV, Unicoi, GA and Richmond, KY
- Appalachian Regional Commission Training, Washington, D.C., 2001

Presentations

- Kentucky Historic Preservation Conference, 2006 & 2008
- National Trust for Historic Preservation Conference, 2007, 2008 and 2009
- Kentucky Tourism Council, Summer Outing, 2007
- KAPA, 2008

Publications

“Diversity Along the North Fork of the New River”

- Presented at Appalachian Studies Association Conference, Snowshoe, West Virginia, Spring 2001
- Presented at Appalachian Regional Commission, Washington, D.C., Fall 2001

“Uncovering Activist and Scholarly Work in Appalachia: Examples from Three Interviews”

- Presented at Appalachian Studies Association Conference, Unicoi, Georgia, 2002.

Cultural Landscape Study, Eastern Kentucky Region: Thematic Overviews and County Histories.
Frankfort, KY: Kentucky Heritage Council, 2001.

“From the Ground Up: The Community-Building of Marie Cirillo, An Interview”, by Caroline E. Knight, Sarah Poteete, Amy Sparrow and Jessica C. Wrye, *The Appalachian Journal, A Regional Studies Review*, Vol. 30, Number 1., 2002

“Practicing Sociology in Appalachia: Interview with Dwight Billings”, by Caroline E. Knight, Sarah Poteete, Amy Sparrow and Jessica C. Wrye, *The Appalachian Journal, A Regional Studies Review*, Vol. 30, Numbers 2-3, Winter/Spring 2003.

Dr. Jackie Burnside

Frost, Room 215

CPO 1706

Berea, KY 40403

Phone: 859-985-3811

jackie_burnside@berea.edu

Current Position:

Associate Dean of the Faculty; Associate Professor of Sociology; Chairperson of the Department of Sociology

Education

- B.A., Berea College, 1974
- M.A., University of Oklahoma, 1979
- M.A., Yale University, 1982
- Ph.D., Yale University, 1988

Publications:

Burnside, Jacqueline Grisby. *Berea and Madison County*, a documentary photo book published by Arcadia Publishing, Charleston SC, 2007.

Special Interests:

Dr. Burnside's dissertation was an organizational analysis of Berea College as an interracial educational institution during the 19th Century; recent research and journal publications focus on race relations, women's clubs and higher education. Dr. Burnside served as project director for a community volunteer effort to collect oral history about the black history of Berea and produce a tour map with audio tape and a picture album book. Funding was provided by the Kentucky African American Heritage commission, the National Trust for Historic Preservation, and Berea College Faculty Development Grant.

HISTORIC PRESERVATION EDUCATION IN BERE: ATTACHMENTS

Historic Preservation Education in Berea: Contact

Belle Jackson, Executive Director
Berea Tourism
204 N. Broadway, Suite 20
Berea, KY 40403
(859)986-0964
(859)986-0955 fax
www.berea.com

Historic Preservation Education in Berea: Narrative

Project Summary: The project will be a partnership among the City of Berea Tourist and Convention Commission, Berea College, and Preservation Kentucky and will focus on heritage education and heritage tourism development in Berea and Madison County. The City of Berea recently passed a resolution to make heritage preservation a priority of cultural economic and tourism development. In order to progress toward this goal, they plan to host a Community Leaders in Preservation program to educate community leaders about preservation issues and best practices. Community Leaders in Preservation (CLIP), a program developed by Preservation Kentucky, is intended to provide community leaders and interested parties with an overview of the benefits of preservation, models of best practices in community preservation, and resources to enable participants to pursue individual or community preservation goals. Although the curriculum has been developed, it has not yet been field tested. A pilot program of CLIP in Berea will benefit both the city and county and Preservation Kentucky. It will also benefit the preservation community in Kentucky because CLIP will then be available to other communities.

Approach: CLIP is a hybrid curriculum, combining six on-site class sessions with interactive, web-based assignments on alternate weeks. The class sessions provide the opportunity for class field trips, guest speakers, and hands-on learning, while the web-based assignments allow participants to pursue topics of special interest to them. Both formats are designed to promote networking and interaction among participants. The complete draft curriculum is posted on a non-public URL at www.crossroadsregion.com/CLIP.html. The course objectives are:

1. Participants will gain an appreciation for the benefits of preservation and understand how to become involved with preservation on the local, state, and/or national level;
2. Participants will develop an awareness of the preservation organizations, resources, incentive programs, and grant opportunities;

3. Participants will understand the basic guiding principles of architectural, historic, and cultural significance;
4. Participants will gain an awareness of standards and guidelines for historic preservation of individual properties, historic districts, and streetscapes.
5. Participants will understand that a fundable application for a community preservation project must exhibit understanding of historic preservation principles and the national and state guidelines for preservation.
6. Participants will work as individuals or small groups to develop a plan for a preservation project.

Amy Sparrow Potts, Field Services Director for Preservation Kentucky, will be program director and primary presenter. She will oversee web assignments and completion of graduation requirements. She will recruit guest presenters including staff of the Kentucky Heritage Council and work with Berea Tourism and Convention Commission on logistical arrangements.

In addition to teaching preservation principles and practices, CLIP is designed to highlight the historic sites and heritage of the host community. Participants in this pilot program will learn about the unique history of Berea and Berea College, particularly Historic Black Berea. In 1997, Dr. Jackie Burnside, Associate Professor of Sociology at Berea College, directed a project funded by the Kentucky African American Heritage Commission, the National Trust for Historic Preservation, and a Berea College Faculty Development Grant, to record oral histories and create a map and audio tour of the sites associated with the history of Berea as an intentionally interracial community and of Berea College as Kentucky's first interracial college from 1866-1904, when the Day Law forced the college to segregate. The tour was updated in 2010 by students in the Berea College Entrepreneurship for the Public Good program in collaboration with the Berea Tourism and Convention Commission. The students mixed and recorded clips for a cell phone tour and created prototypes for maps/brochures of the tours. As part of the Heritage Education in Berea project, Dr. Burnside will lead the CLIP participants in a walking tour of Historic Black Berea and Berea College campus and explain the research and development processes that she used. In order to make this heritage accessible to the general public (including community members, students, and tourists), the tourism commission will print 9,000 full color brochures of the tour and install signage at seven cell phone stops.

Project Impact Area: The program will be presented in Madison County, which will be the primary impact area, but will be open to any interested parties who wish to participate. Five sessions will be held in Berea and one in Richmond, with a field trip to the Battle of Richmond Battlefield and to Richmond's Main Street.

Timeframe:

- November-December, 2010: Print Historic Black Berea and Berea College brochures; install cell phone stop signage; plan for CLIP
 1. January, February, 2011: Recruit for CLIP
- March 19-June 4, 2011: CLIP sessions (on-site on alternative weeks, web-based on alternative weeks); participants design individual or community preservation projects
- June, July 2011: Evaluation, reports

Anticipated Products:

- 15-20 community leaders and interested individuals will complete the Community Leaders in Preservation course and receive certification;
- 9,000 brochure/maps of the Historic Black Berea and Berea College tours will be printed for distribution to community members, classes visiting Berea, and tourists;
- Seven signs will be installed to indicate cell phone stops for Historic Black Berea and Berea College.

Kentucky Heritage Council Program Priorities Served by This Project

African American Heritage

Projects that further the education goals of the Kentucky African American Heritage Commission

The Kentucky African American Heritage Commission seeks to "promote awareness of significant African-American influences within the historical and cultural experiences of Kentucky. Berea College and the community of Berea play a very special role in that context. Berea College opened its doors in 1866 as the Commonwealth's first integrated school. The community of Berea was planned according to the doctrine of "interspersion," which mandated that black and white families should live as neighbors, not in segregated communities. Many black graduates of Berea College went on to become teachers at the schools established to serve African American students, spreading the influence of Berea's ideals. Berea College continued to be a leader in interracial education until the Day Law, passed in 1904, forced the college to become segregated. When the Day Law was amended in 1950 to allow integration above the high school level, Berea was the first college in Kentucky to reopen its doors to black students.

The history of Berea College and the community that grew up around it are enormously significant to African American history in Kentucky, yet it is a story that is not widely known. One goal of the current project is to make the research undertaken by Dr. Jackie Burnside, an associate professor at Berea College, accessible to the general public through implementation of a cell phone tour of *Historic Black Berea*.

Special Projects

Heritage Education Projects such as presentations that use history, architecture and/or archaeology to promote historic preservation:

The goal of the Community Leaders in Preservation (CLIP) program is to provide an in-depth introduction to the principles and best practices of preservation to laymen. Among the potential participants in the program are city officials and administrators, members of planning and zoning commission, parks and recreation departments, and the tourism commission, educators, business and community leaders, realtors, bankers, and owners of historic properties. CLIP will do more than promote awareness of the importance of preservation: it will provide participants with knowledge and resources that they can use to impact public policy, to further heritage education, and to undertake individual and community preservation projects.

Heritage tourism projects that promote and develop heritage tourism resources and support the strategies and tactics of the state tourism goals

Kentucky's Cultural Heritage Tourism Strategic Plan encourages local entities to invest in identifying, preserving and promoting historic sites and cultural assets. The Community Leaders in Preservation program will equip the City of Berea and other participating entities to accomplish this goal. Enhancing public accessibility to the Historic Black Berea research materials and taped interviews through a cell phone tour will have an immediate impact by making Berea an important destination for tourist interested in African American history.